

No one is born with this knowledge!



Evelyn it



Accenture

- ### How should you use your account?
- Stay on top of the latest news and events in your industry
  - Engage with the community
  - Upload quality content
  - Retweet
  - Forward information to your network
  - Help others find what they need

- ### How is the NPD using Twitter?
- The NPD has 170 Twitter accounts
  - There is one for each product. Post some valuable info and many charts
  - This is a way for you to have NPD user feedback in YOUR community

- ### Open the Lockout - Notifications
- Monitor - Twitter is a platform that is for you to share your ideas, opinions and experiences. It is a platform that is for you to share your ideas, opinions and experiences. It is a platform that is for you to share your ideas, opinions and experiences.
  - Retweet - Retweeting is a way to share a tweet with your followers. It is a way to share a tweet with your followers. It is a way to share a tweet with your followers.
  - Direct Message - Direct Message is a way to send a private message to another user. It is a way to send a private message to another user. It is a way to send a private message to another user.

- ### Direct Message (DM)
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- ### Replying and Retweeting
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- ### What are you looking for? Following and Following
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### What is Twitter?


- Twitter is an online social networking platform where users share information in 140 characters of text or less.
- A tweet can contain words, symbols, links and pictures.
- Twitter has 645,000,000 users worldwide, with New York City in the lead.
- 350,000 tweets are sent per minute.

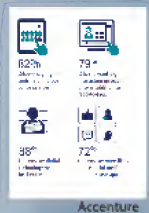
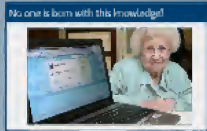
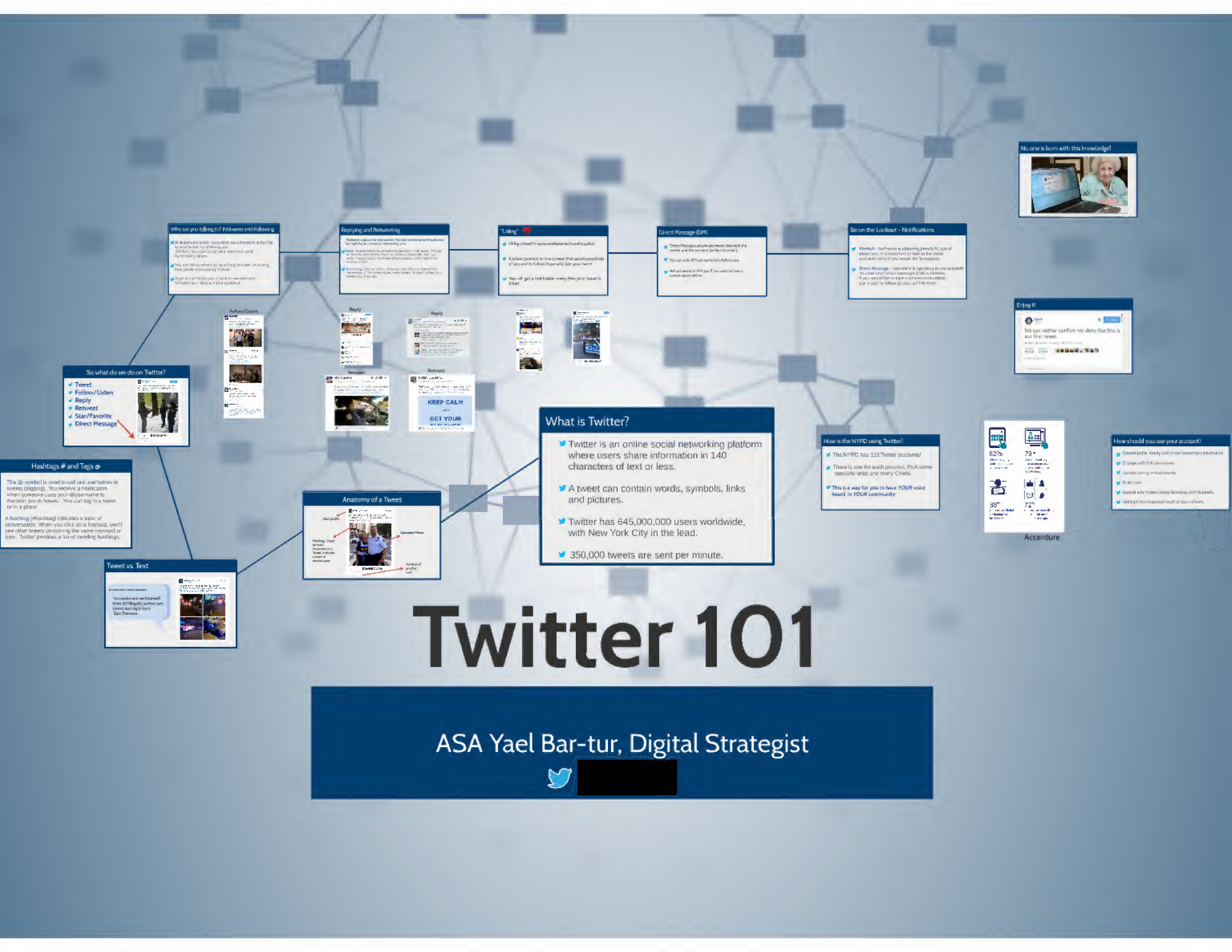


- ### So what do we do on Twitter?
- Tweet
  - Follow/Listen
  - Reply
  - Retweet
  - Star/Favorite
  - Direct Message

- ### Hashtags # and Tags @
- The # symbol is used to tag out users in a tweet. It is a way to tag out users in a tweet. It is a way to tag out users in a tweet.
  - The @ symbol is used to tag out users in a tweet. It is a way to tag out users in a tweet. It is a way to tag out users in a tweet.
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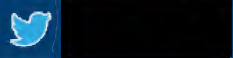
# Twitter 101

ASA Yael Bar-tur, Digital Strategist  
 @yaelbt







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# How is the NYPD using Twitter?

- 🐦 The NYPD has 120 Twitter accounts!
- 🐦 There is one for each precinct, PSA some specialty units and many Chiefs.
- 🐦 This is a way for you to have ***YOUR*** voice heard in ***YOUR*** community

# How should you use your account?

-  Spread public safety and crime prevention information
-  Engage with the community
-  Update during critical events
-  Build trust
-  Spread information about Missings and Wanteds
-  Highlight the important work of your officers



# Tweet vs. Text

To: community council president

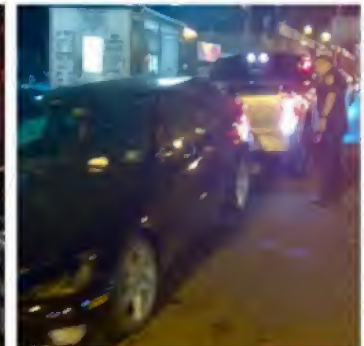
You spoke and we listened!  
Over 30 illegally parked cars  
towed last night from  
East Tremont.



NYPD 43rd Precinct  
@NYPD43Pct

Follow

U spoke & WE listened! Over 30 illegally parked cars towed last nite from [#EastTremont](#).  
[@LuisSepulvedaNY](#) [@BronxCB9](#)








# Hashtags # and Tags @

The @ symbol is used to call out usernames in tweets (tagging). You receive a notification when someone uses your @username to mention you in tweets. You can tag in a tweet or in a photo.

A hashtag (#hashtag) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.






# So what do we do on Twitter?

-  **Tweet**
-  **Follow/Listen**
-  **Reply**
-  **Retweet**
-  **Star/Favorite**
-  **Direct Message**






# Who are you talking to? Followers and Following

-  All tweets are public, but people can choose to subscribe to your tweets by following you. Similarly, you can curate your own news feed by following others.
-  You can follow others by searching for them, or visiting their profile and clicking "Follow."
-  Anyone can follow you. Check to see who your followers are - they are your audience.

# Replying and Retweeting

Twitter is a place for interaction. You can converse with someone by replying to a tweet or retweeting one.

 **Reply:** Speak directly to someone by replying to their tweet. This can be done by either hitting "reply" or starting a tweet with their user name. Though public, the tweet will only appear on the feed of the mentioned user.

 **Retweeting:** You can share a tweet you like with your followers by "retweeting" it. This often implies endorsement. Similarly, others can retweet your message.



# Reply



**NYPD 67th Precinct** ✓  
@NYPD67Pct



Following

Sometimes you have to do it yourself Me & Lt Hopkins w/ the help of anti-crime removed these dangerous weapons #NYPD



RETWEETS  
13

LIKES  
40



8:21 AM - 18 Mar 2016



Reply to @NYPD67Pct



**Jessica Verga** @Jredstang0218 · Mar 18

@NYPD67Pct thanks for making things a little safer and doing such a great job!! 🙌👍



1



**Christine Parker** @ParkerFox · Mar 18

@NYPD67Pct @JBalanka That is because you do your job! 67th Pct rocks....Badasses!



1



**Turner for President** @TurnerHumphrey · Mar 19

@NYPD67Pct looks like a home defense kit.



**NewYorkBlockwatch** @NYBlockwatch · Mar 19

@NYPD67Pct Fantastic job!!! Lt. Hopkins is a great guy.





## NYCMayorsOffice

Nov 06, 4:37pm via TweetDeck

Getting a flu shot is fast and easy. Just text FLU to 877877 or visit [nyc.gov/flu](http://nyc.gov/flu) to find a flu shot. [pic.twitter.com/YjzdtmuaQn](http://pic.twitter.com/YjzdtmuaQn)

**KEEP CALM**

AND

**GET YOUR**

**FLU SHOT**






Retweeted by NYPD121Pct and 7 others






# "Liking"




-  Liking a tweet implies endorsement and is public.
-  It is best practice to Like a tweet that speaks positively of you and to follow those who Like your tweet.
-  You will get a notification every time your tweet is Liked


# Direct Message (DM)

-  Direct Messages are private tweets between the sender and the recipient (similar to email.)
-  You can only DM someone who follow you.
-  Ask someone to DM you if you want to take a conversation offline.

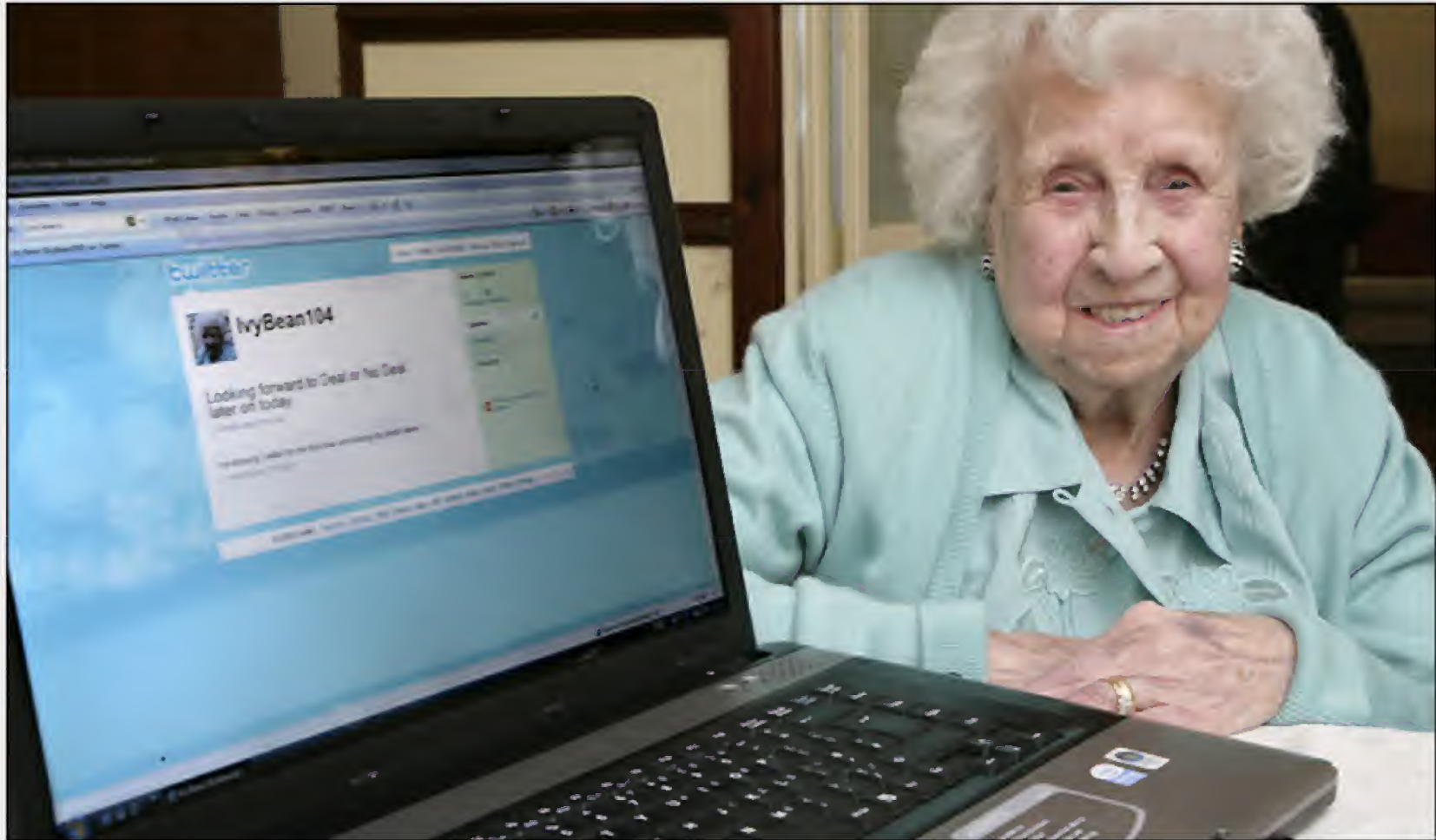


# Be on the Lookout - Notifications

 **Mention** - Someone is speaking directly to you or about you. It is important to look at the tweet and determine if you would like to respond.

 **Direct Message** - Someone is speaking to you privately. You can only Direct Message (DM) a follower, if you would like to take a conversation offline, ask a user to follow so you can DM them.

# No one is born with this knowledge!





# Enjoy it



CIA   
@CIA



Following

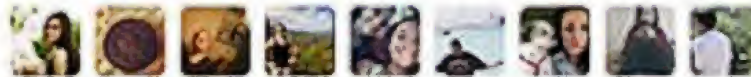
FROM TWITTER

We can neither confirm nor deny that this is our first tweet.

 Reply  Retweet  Favorite  Storify  More

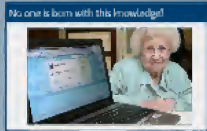
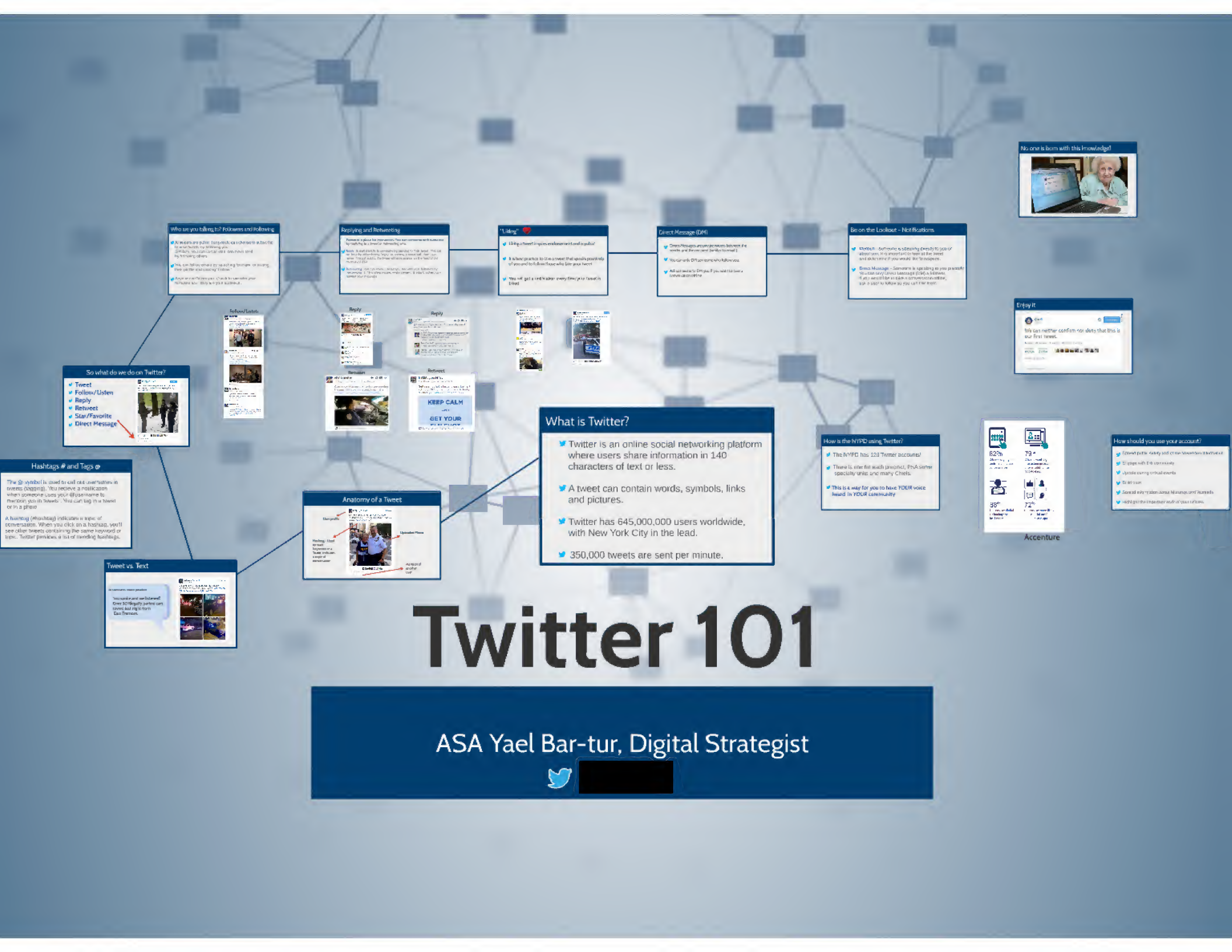
RETWEETS  
45,924

FAVORITES  
21,754



1:49 PM - 6 Jun 2014

Related headlines



**Who are you talking to? Followers and Following**

- Followers are public Twitter users who have elected to watch tweets by following you. Similarly, you can follow other users and follow others.
- You can follow others by visiting their profile or using the 'Follow' button on their tweets.
- Followers can see your tweets. Check to see who your followers are. They are your audience.

**Replying and Retweeting**

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**'Liking'**

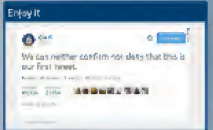
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- Extend public safety and other information to the community.
- Engage with the community.
- Provide current critical events.
- Be clear.
- Send only relevant, concise, accurate and timely information.
- Help others in need.



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